



**USDA Weekly Retail Shell Egg Feature Activity**  
**Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 06/23 thru 06/29**  
(prices in dollars per carton)

Fri. Jun 23, 2006

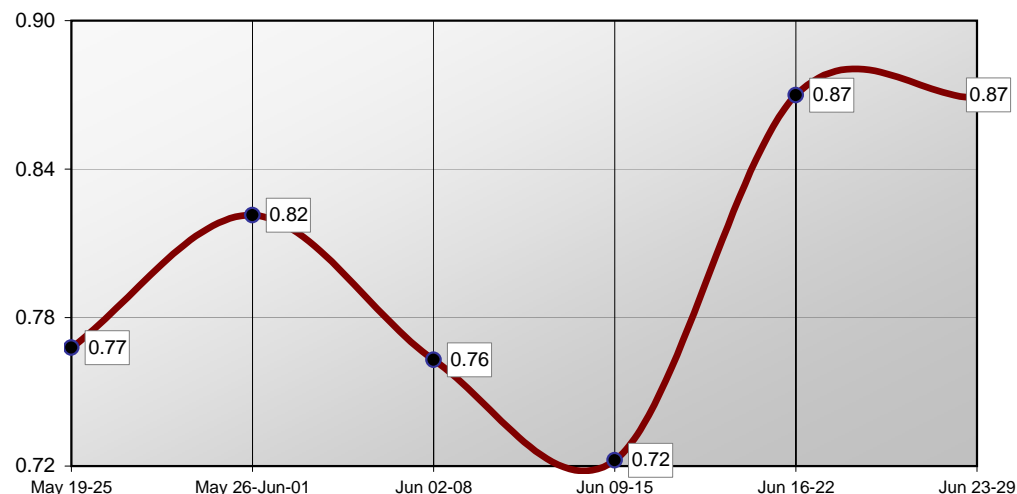
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		37.5% of 17,000 stores				32.1% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA									
	White 12 pack				170 0.75		200 1.00		110 0.97	
	White 18 pack				1,400 1.46				110 1.49	
	Brown 12 pack									
	USDA GRADE A									
	White 12 pack		70 0.86		810 0.77		20 0.89		600 0.95	
	White 18 pack				170 0.93				620 1.12	
	Brown 12 pack				200 0.99					
SPECIALTY	USDA ORGANIC									
	White 12 pack									
	Brown 12 pack				120 3.69				870 2.83	
	OMEGA-3									
	White 12 pack		840 2.35		1,380 2.18				670 2.18	
	Brown 12 pack				590 2.28				110 3.00	
	CAGE-FREE									
	White 12 pack				230 2.29				130 2.34	
		Brown 12 pack				190 2.24		1,070 2.27		
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				2,820		1,660		Large Eggs on		
Specialty Shell Eggs				3,350		2,850		Jun-19-2006		
Total (including Medium)				6,290		5,070		545.1		
Special Rate 4/:				11.7%		10.3%		18%		

5/: Inventory in thousands of 30-dozen cases.

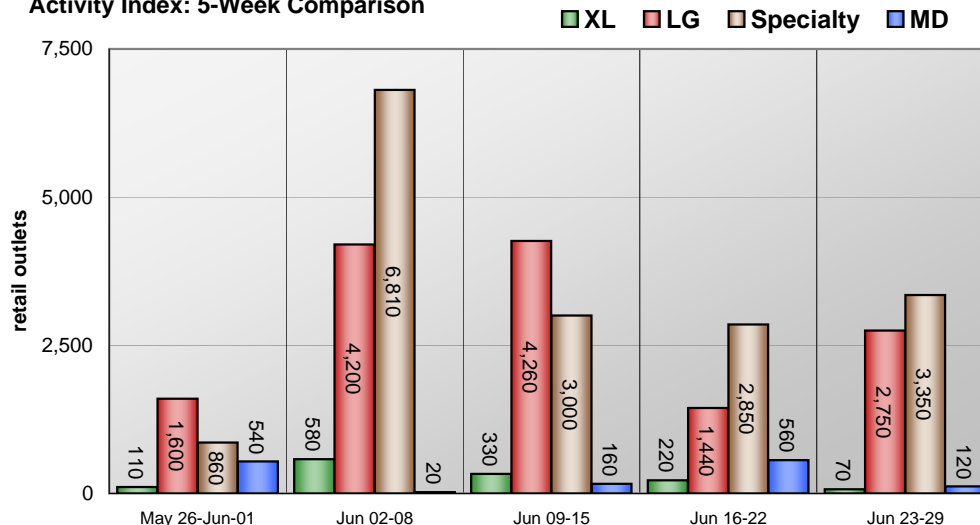
**Shell Egg Featuring - 06/23 thru 06/29**

Feature activity on both regular and specialty shell eggs is higher than a week ago. The Southwest and Northwest are most active regions with over 60% of sampled outlets conducting ads. Notably the Southeast is quiet with less than 13% of targeted stores with promotions. Grade AA Large 18 pack egg promotions have increased substantially. The average price to consumers on Large Grade A or better is the same as last week. Omega-3 eggs are the front-runner in the specialty shell egg sector this ad cycle. Although highly visible in previous weeks, cage free brown and USDA Organic reflect a dramatic decline this week.

**Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen**



**Activity Index: 5-Week Comparison**



**Explanatory Notes**

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		48.4% of 3,900 sampled outlets Activity Index = 2,900 (includes Medium)						12.2% of 4,700 sampled outlets Activity Index = 950 (includes Medium)						29.2% of 2,800 sampled outlets Activity Index = 720 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.49      40    1.49						0.99      30    0.99						0.48 - 0.77      20    0.68 1.00                      1.00		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.79 - 0.89	70	0.86	0.79 - 1.00	160	0.97				0.48 - 1.00      360    0.65						0.50 - 0.88      250    0.79 0.89 - 0.94      100    0.89 1.00                  30    1.00		
	White 18 pack																		
		Brown 12 pack				0.99	170	0.99											
	MEDIUM	White 12 pack			0.50 - 0.67      90    0.57			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
		Brown 12 pack				3.98 - 3.99      80    3.98									2.98      30    2.98				
		OMEGA-3																	
	White 12 pack	1.99 - 2.50	770	2.33	1.99 - 2.50	940	2.28	2.50	70	2.50	1.66 - 2.50	300	1.97				1.99 - 2.00      90    1.99		
	Brown 12 pack				2.28	520	2.28				2.28	70	2.28						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.79      60    2.79						1.99      120    1.99						2.29      200    2.29		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		40.2% of 2,700 sampled outlets Activity Index = 740 (includes Medium)						62.7% of 1,900 sampled outlets Activity Index = 630 (includes Medium)						80.4% of 1,000 sampled outlets Activity Index = 350 (includes Medium)					
USDA GRADE AA	White 12 pack				0.77 - 0.79      140    0.78						1.50 - 2.00      590    1.92						0.59      10    0.59 1.00 - 1.99      330    1.22		
	White 18 pack																		
		Brown 12 pack				1.00 - 1.50      410    1.01													
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.50 - 0.88      40    0.87														
	White 18 pack																		
		Brown 12 pack				0.98      70    0.98													
	MEDIUM	White 12 pack			0.50      30    0.50			White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
		Brown 12 pack							3.50      10    3.50										
		OMEGA-3				1.99 - 2.00      50    1.99													
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE										1.99 - 2.50      30    2.32								
	White 12 pack																		
	Brown 12 pack													1.99      10    1.99					

Note: See page 1 for explanatory notes.

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